

# Ferry Travel Guide

Ferry Schedules for Washington State Ferries, private ferries & cruises

**CIRCULATION:** Magazines are distributed:  
on **ALL Washington State Ferries** (Since 1984)  
by **Certified Folder Display Co.** (Since 1984)

Guides are distributed throughout Washington State at Regional Visitor and Information Centers, AAA Offices, Chambers of Commerce and State Visitor Centers, Visitor and Convention Bureaus. Hotels in downtown Seattle and at SEATAC Airport, other hotels and participating advertisers.

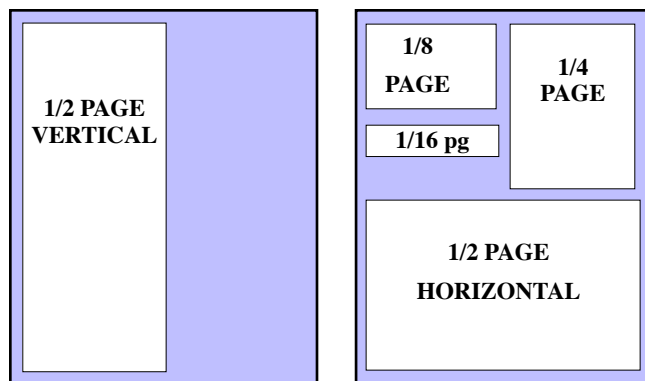
Magazine is on **INTERNET:**

[www.youra.com/ftg/](http://www.youra.com/ftg/)

Advertiser's ads are linked to advertiser's web site.  
Advertisers are listed in online **Directory of Services**

ISSUE	Months	Circulation	Press Run
Winter	Jan-Feb-Mar	3 mo	30,000
Spring	Apr-May-June	3 mo	60,000
Summer	July-Aug-Sept	3 mo	60,000
Fall	Oct-Nov-Dec	3 mo	30,000
			<b>per year 180,000</b>

**AD DESCRIPTION:**



FINISHED SIZE: 8-1/4" X 9-7/8"

BLEED SIZE: 8-3/4" X 10-1/2"

AD SIZE	Width	Height
Full Page Image Size	7-1/2" x	9"
1/2 Page - vertical	3 1/2" x	9"
horizontal	7" x	4 1/2"
1/4 Page	3 1/2" x	4 1/2"
1/8 Page	3 1/2" x	2 1/4"
1/16 Page	3 1/2" x	1 1/8"

Color ads to be image-ready or high resolution EPS or TIFF Format. E-mail ads to [tina@youra.com](mailto:tina@youra.com)

## DISPLAY ADVERTISING RATES

AD SIZE	Spr or Sum	Fall or Win	Year (x3)
1/16 Page	\$ 495	\$ 445	\$ 325
1/8 Page	725	650	495
1/4 Page	1,395	1,255	975
1/2 Page	2,495	2,250	1,795
Full Page	4,600	4,100	3,300
Facing Covers	5,200	4,700	3,600
Inside Covers	5,800	5,200	4,200
Back Cover*	6,400	5,700	4,600

Image Ready Prices • Artwork billed at \$50 per hour

\*Full page only. All prices quoted in US Funds

## GENERAL POLICIES:

1. Rates are for digital EPS/TIFF/PDF format artwork provided. Ad rates DO NOT include Typesetting, Artwork or Scans.
2. Dan Youra Studios, Inc. can provide complete production services: logo design, ad design and scanning at additional cost which will be billed separately.
3. Position requests guaranteed with 10% premium charge.
4. No cancellations will be accepted after deadline date. If ad copy is not received by the deadline, publisher reserves the right to charge for the unused space and fill with other material.
5. All advertising is subject to the approval of the publisher.
6. The advertiser agrees to indemnify and hold harmless the publisher against all loss, liability, and expense associated with all aspects of printing and publishing of its advertisement.
7. Insertion orders must be signed by advertisers or their agents to be accepted by publisher.

## BILLING:

1. 50% deposit due with order, unless credit is established with publisher. Balance payable in 30 days from date of invoice.
2. 1.5% finance charge per month on past due accounts.
3. Full Payment with order (3 issues): 5% discount.
4. Full Payment with order (1 issue): 2% discount.
5. In case of collection, publisher is entitled to attorney's fees.
6. Make check payable to Youra Guides.

## Ferry Travel Guide

Published by:

**Youra Guides**

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See magazine on line at [www.youra.com/ftg/](http://www.youra.com/ftg/)